

1,003 adults were interviewed by telephone between 6 and 8 March 2015. Results have been weighted to be representative of all adults in Great Britain. Half of the interviews were conducted by landline and half by mobile phone. Results are weighted by recalled past vote at the last general election and stated likelihood to turn out at the next. A proportion of those who don't know or refuse to say how they will vote are re-allocated to the party they voted for at the 2010 general election. Full data tables are available at [www.LordAshcroftPolls.com](http://www.LordAshcroftPolls.com).

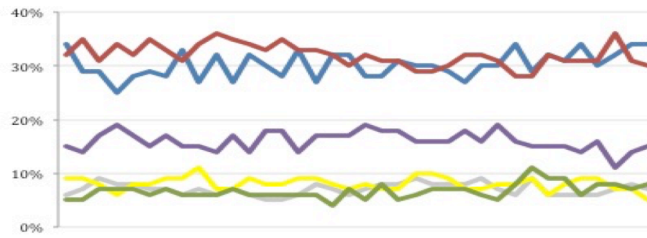
# THE ASHCROFT NATIONAL POLL

## 9 MARCH 2015

### 1. If there were a general election tomorrow, which party would you vote for?

[Changes since 27 Feb – 1 Mar]

|                   |          |
|-------------------|----------|
| Conservative      | 34% (-)  |
| Labour            | 30% (-1) |
| Liberal Democrats | 5% (-2)  |
| UKIP              | 15% (+1) |
| Green             | 8% (+1)  |
| Others            | 7% (-1)  |



Ashcroft National Poll, May 2014 – March 2015

### 2. The next general election will take place on May 7<sup>th</sup> 2015. When the general election comes, will you definitely vote [for the party you named] or might you end up voting differently?

|                                 | %  | ALL | Men | Women | Con voters | Lab voters | LD voters | UKIP voters |
|---------------------------------|----|-----|-----|-------|------------|------------|-----------|-------------|
| Will definitely vote that way   | 57 | 63  | 51  | 63    | 61         | 45         | 49        |             |
| Might end up voting differently | 43 | 37  | 49  | 37    | 39         | 55         | 51        |             |

### 3. Imagine that since 2010 we had had a Labour government, rather than a coalition between the Conservatives and the Liberal Democrats. Do you think the country as a whole / you and your family would be better off than it is now if we had had a Labour government since 2010?

| % [change since June '14]       | ALL     | Con voters | Lab voters | LD voters | UKIP voters | Swing voters* |
|---------------------------------|---------|------------|------------|-----------|-------------|---------------|
| <b>Country as a whole</b>       |         |            |            |           |             |               |
| Better off if we'd had Lab govt | 20 [-4] | 3          | 53         | 11        | 10          | 14            |
| About the same                  | 42 [+6] | 22         | 40         | 50        | 48          | 51            |
| Worse off if we'd had Lab govt  | 32 [-2] | 74         | 5          | 28        | 40          | 30            |
| <b>Me and my family</b>         |         |            |            |           |             |               |
| Better off if we'd had Lab govt | 18 [-7] | 3          | 51         | 10        | 9           | 14            |
| About the same                  | 48 [+8] | 29         | 42         | 61        | 58          | 57            |
| Worse off if we'd had Lab govt  | 27 [-4] | 67         | 4          | 29        | 32          | 24            |

### 4. Some people think that after the general election next year neither Labour nor the Conservatives will have enough MPs to form a government on their own, and the party with the most seats may need to form a coalition with one or more of the smaller parties. Would you be happy or unhappy to see each of the following parties becoming part of a coalition government after the next election?

| % [net happy] (change in net score since 1 Dec '14) | ALL | Con voters | Lab voters | LD voters | UKIP voters | Swing voters* |
|---|-----|------------|------------|-----------|-------------|---------------|
| <b>Green Party [+4] (-6)</b>                        |     |            |            |           |             |               |
| Happy   | 48  | 29         | 59         | 65        | 36          | 55            |
| Unhappy   | 44  | 69         | 37         | 31        | 62          | 39            |
| <b>Liberal Democrats [-2] (-2)</b>                  |     |            |            |           |             |               |
| Happy   | 45  | 54         | 46         | 96        | 18          | 53            |
| Unhappy   | 47  | 44         | 51         | 0         | 78          | 40            |
| <b>UKIP [-21] (-6)</b>                              |     |            |            |           |             |               |
| Happy   | 36  | 33         | 19         | 9         | 93          | 40            |
| Unhappy   | 57  | 63         | 77         | 87        | 7           | 54            |
| <b>Plaid Cymru [-23] (-10)</b>                      |     |            |            |           |             |               |
| Happy   | 32  | 23         | 39         | 45        | 21          | 33            |
| Unhappy   | 55  | 72         | 50         | 42        | 77          | 57            |
| <b>SNP [-30] (-2)</b>                               |     |            |            |           |             |               |
| Happy   | 31  | 12         | 44         | 39        | 21          | 31            |
| Unhappy   | 61  | 86         | 51         | 57        | 75          | 63            |
| <b>SDLP [-40] (-9)</b>                              |     |            |            |           |             |               |
| Happy   | 22  | 13         | 32         | 36        | 12          | 23            |
| Unhappy   | 62  | 81         | 52         | 50        | 85          | 62            |
| <b>DUP [-49] (-12)</b>                              |     |            |            |           |             |               |
| Happy   | 19  | 15         | 16         | 38        | 16          | 18            |
| Unhappy   | 68  | 80         | 70         | 52        | 81          | 68            |
| <b>Sinn Fein [-58] (-)</b>                          |     |            |            |           |             |               |
| Happy   | 16  | 7          | 20         | 28        | 7           | 16            |
| Unhappy   | 74  | 91         | 70         | 72        | 93          | 75            |

\* Swing voters say they do not know how they will vote or that they may change their mind